

POCIN

Professional Collaboration Networks
VIRTUAL INCUBATOR

Fig 1



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CREATING THE PROFESSIONAL COMMUNITY



Professional Collaboration Networks – Venture Synthesis 00



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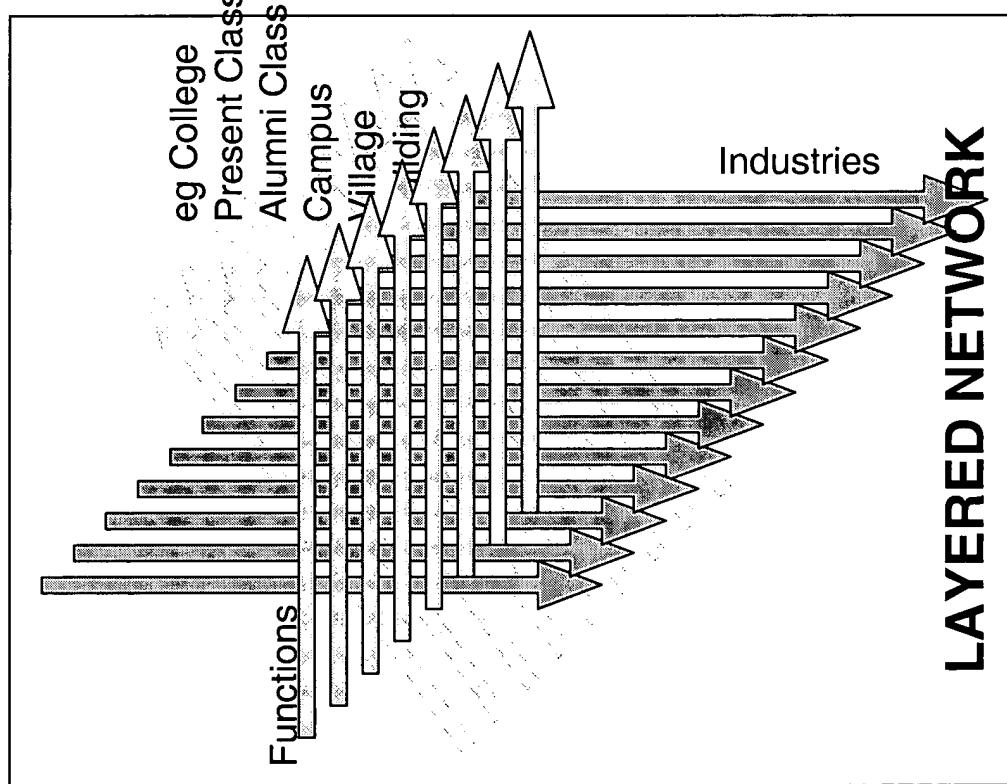


Fig 3

Professional Collaboration Networks – Venture Synthesis 00



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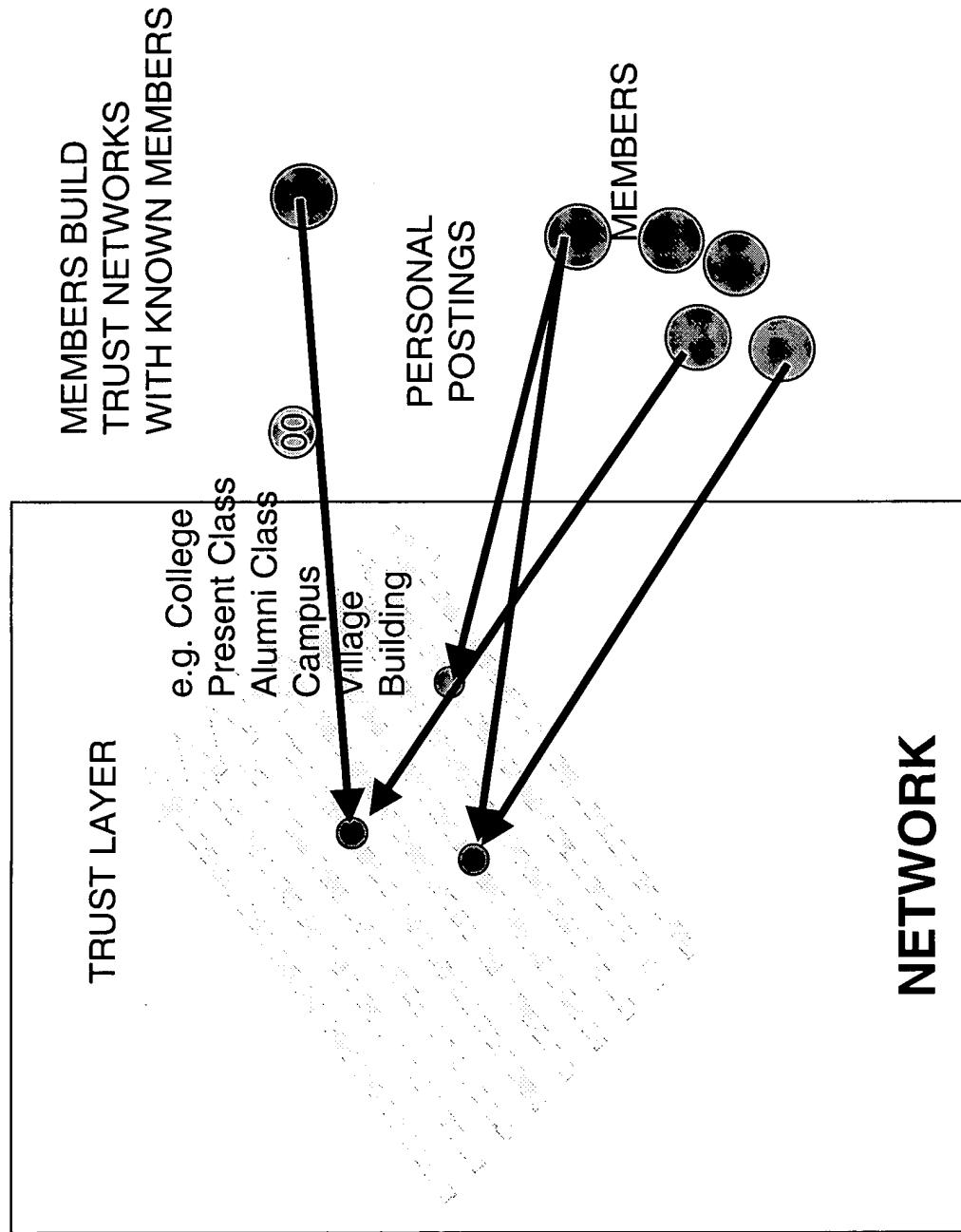


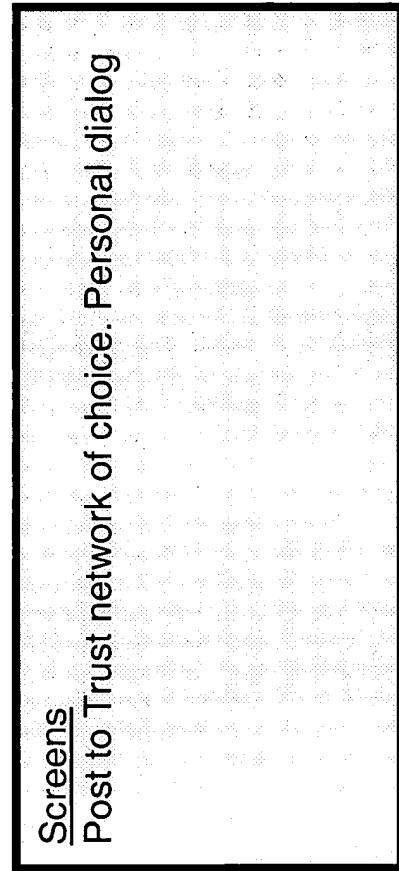
Fig 4



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Professional Collaboration Networks – Venture Synthesis 07

EXAMPLE



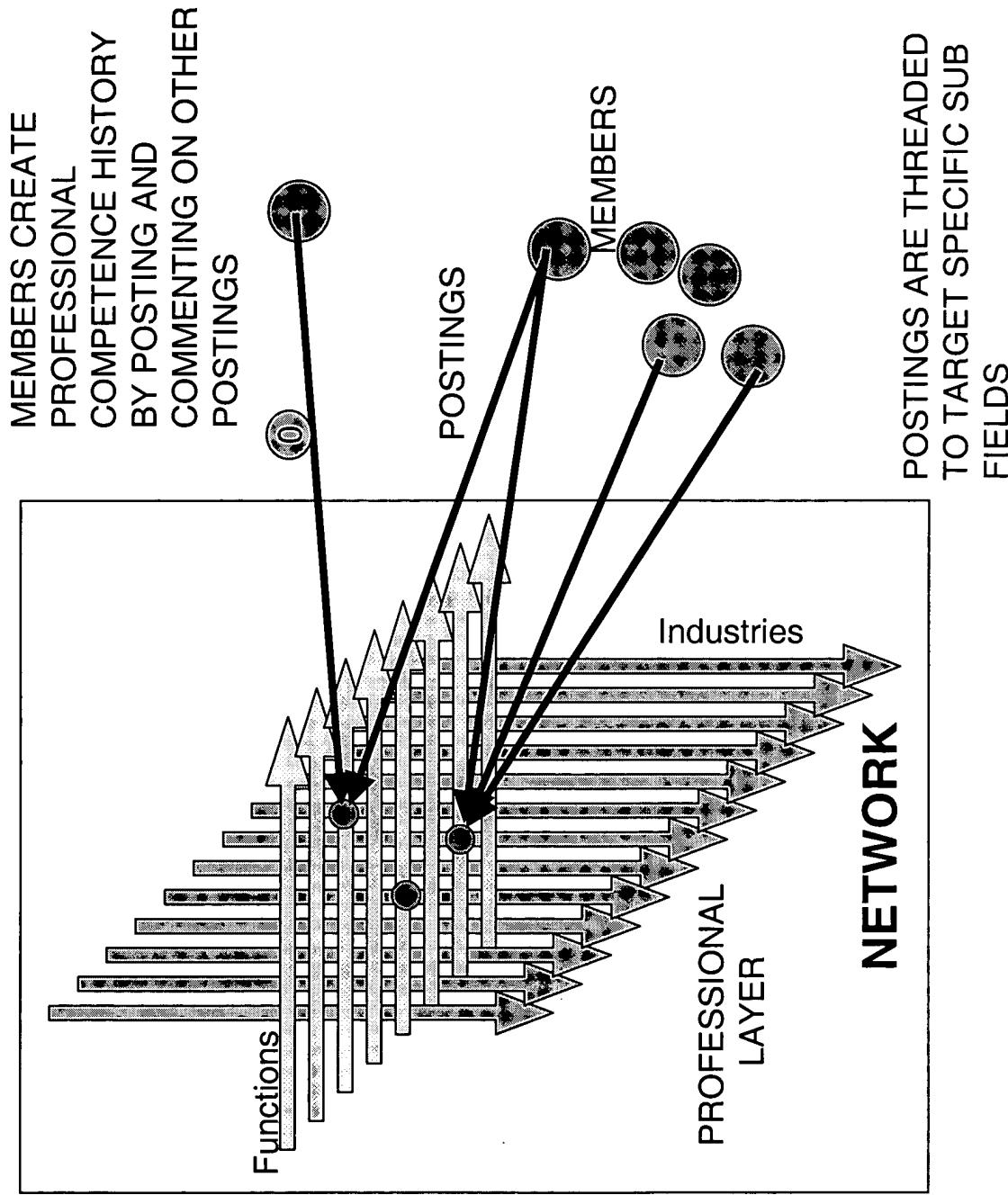
Screen for Member
posting in routine
dialog in network

Note: These can be from outside networks that mesh with the same members of the PCN. Databases with common tables can be used for this. Fees can be charged by the outside network for the use of its structures and by the PCN for benefiting the members of the outside network.

Fig 5



Professional Collaboration Networks – Venture Synthesis 00



Members should be aware that they are generating a reputation with their postings. However, no contributions means no data points for consideration. Quality of discussion is important



Professional Collaboration Networks – Venture Synthesis 07

EXAMPLE

Screens

Choice of industry and sub specialty that can be added to if desired.

Choice of functional area and sub area that can be added to if desired

Note: An alternative model uses an attribute space for the posting and responses.

Comment or posting body

Screen for Member posting in routine dialog in network

Note: postings can also be for a specific task or question that respondents can directly bid to solve for a fee, through the PCN, with PCN posting of response delayed till fee is paid by originator. Otherwise non fee demanding responses will be posted by PCN. Relevance in solving problem can be used later in PCN as a reputation data point by “E”.



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EXAMPLE ⑩

Creating and developing a product space for characterizing net interactions 01

First posting in a transaction thread

Original question or posting with attribute space and attribute strengths defined for the product space. The functional area ie Marketing, Sales, finance, operations, sourcing can be a different space or simply check boxes/radio buttons. (Note the polygon type (no of sides) will depend on the number attributes specified. The number may grow as new attributes are specified by respondents)

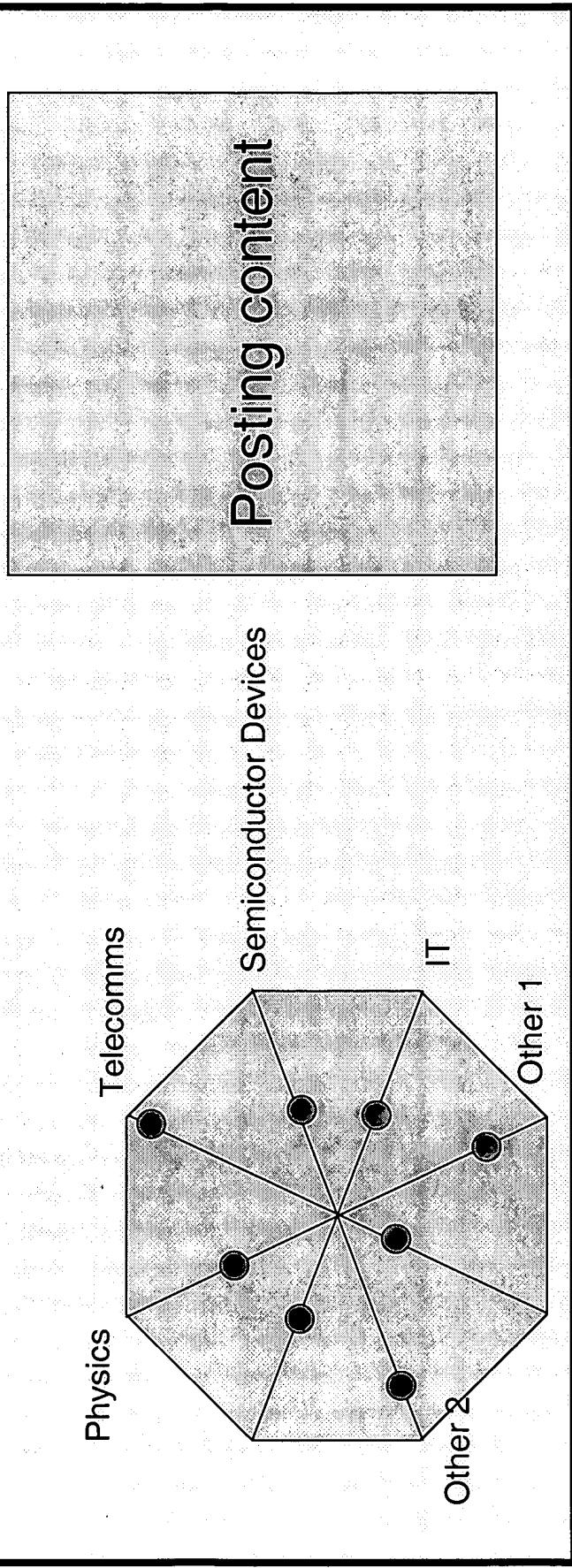


Fig 8

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EXAMPLE

- 0 Creating and developing a product space for characterizing net interactions 02
- Respondent posting in a transaction thread

Respondent posting with attribute space and attribute strengths defined for the product space. The functional area ie Marketing, Sales, finance, operations, sourcing can be a different space or simply check boxes/radio buttons. (Note the polygon type will depend on the number attributes specified. The number may grow as new attributes are specified by respondents). Each level of respondents may have different symbol representation on the attribute space.

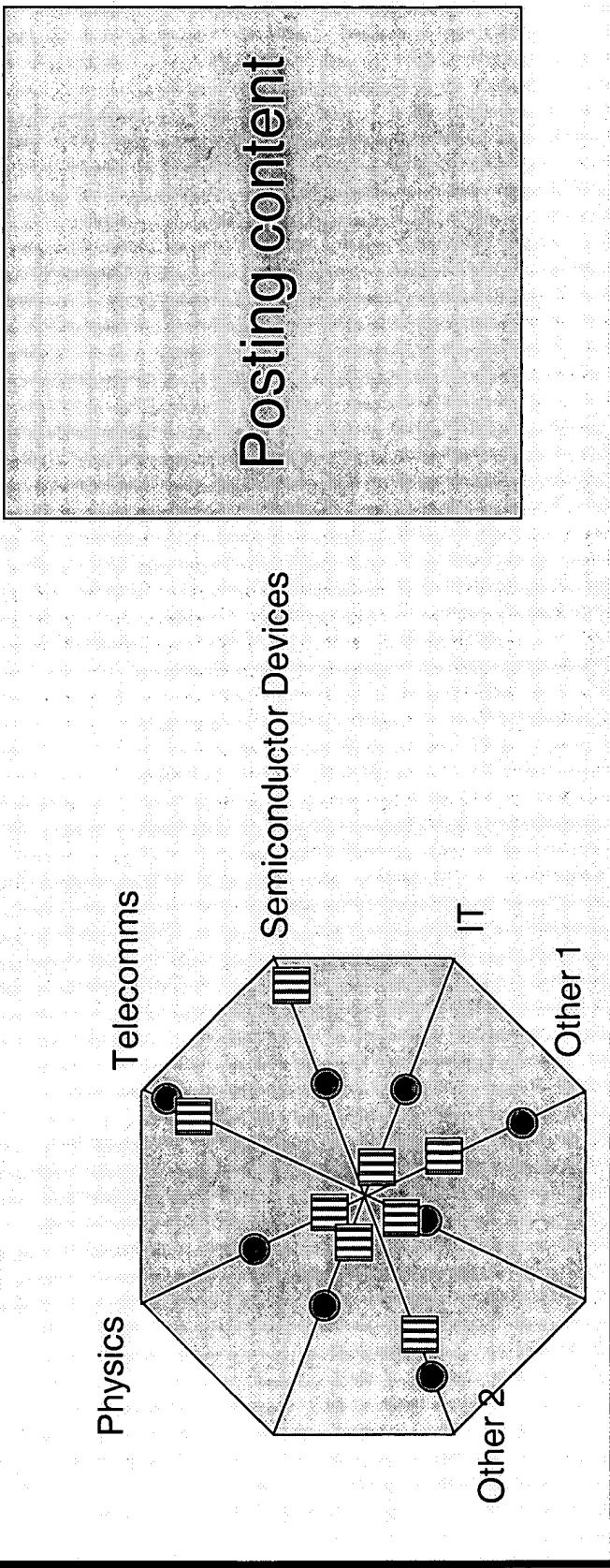


Fig 9



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EXAMPLE



Creating and developing a product space for characterizing net interactions 03

Second Respondent posting in a transaction thread

Each thread will develop with a trajectory of locations in the attribute space. Each set of nodes representing a particular response in a particular tree of respondents to an Initial posting. It is likely that each branch of the response tree will represent increasing polarization to a particular field (although this is not always the case)

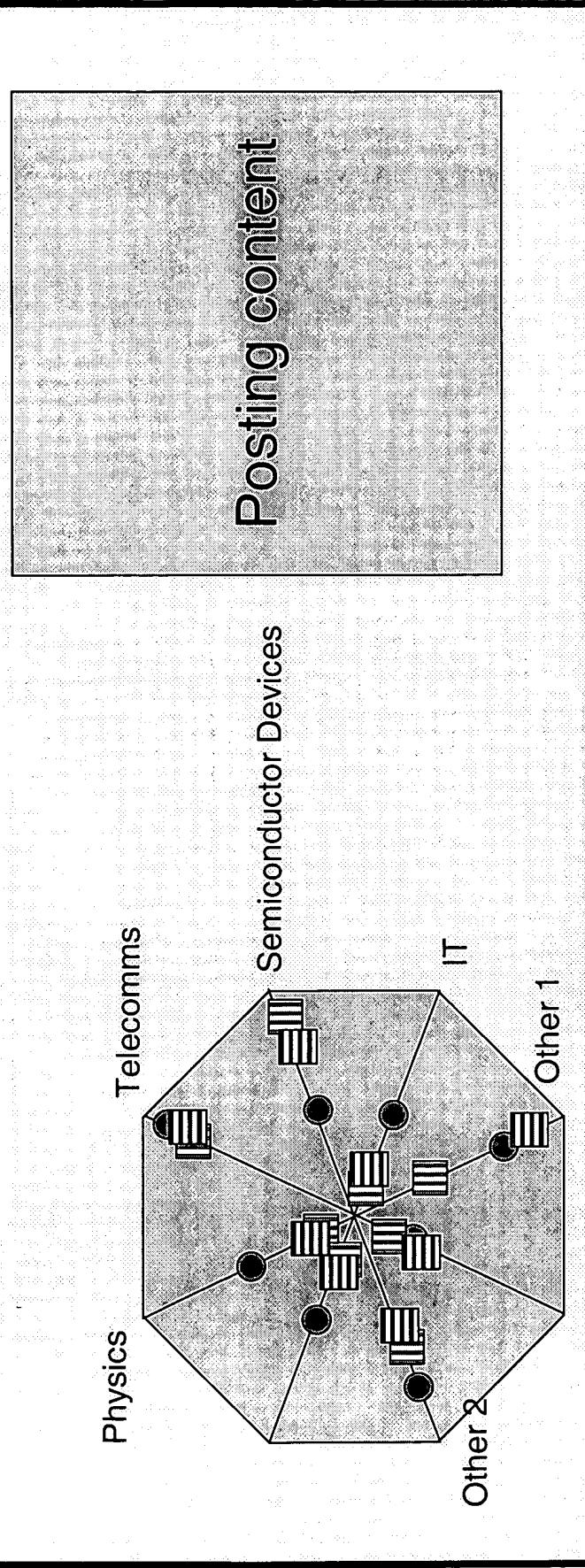


Fig 10



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EXAMPLE

⑥ Creating and developing a product space for characterizing net interactions 04

The transaction tree - each branch will have a attribute space trajectory

Each thread will develop a branch of the transaction tree. Each node in each branch will have a location in the attribute space. Earlier termination of a thread will be a signal of relevance to solving the problem and in turn the professional reputation of the contributor.

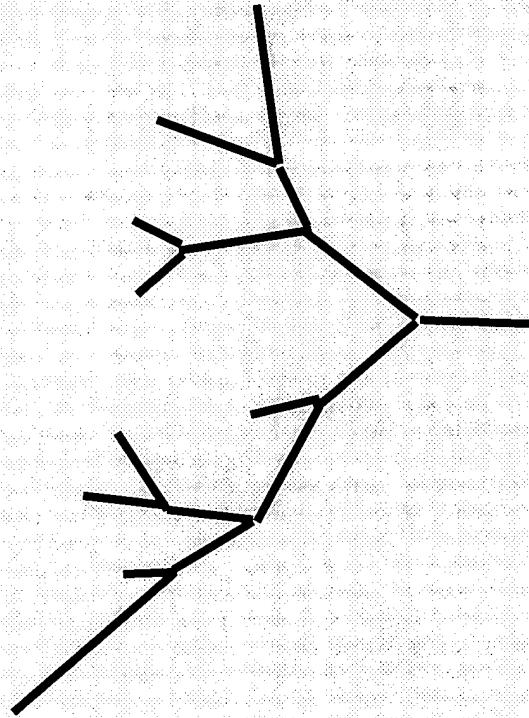
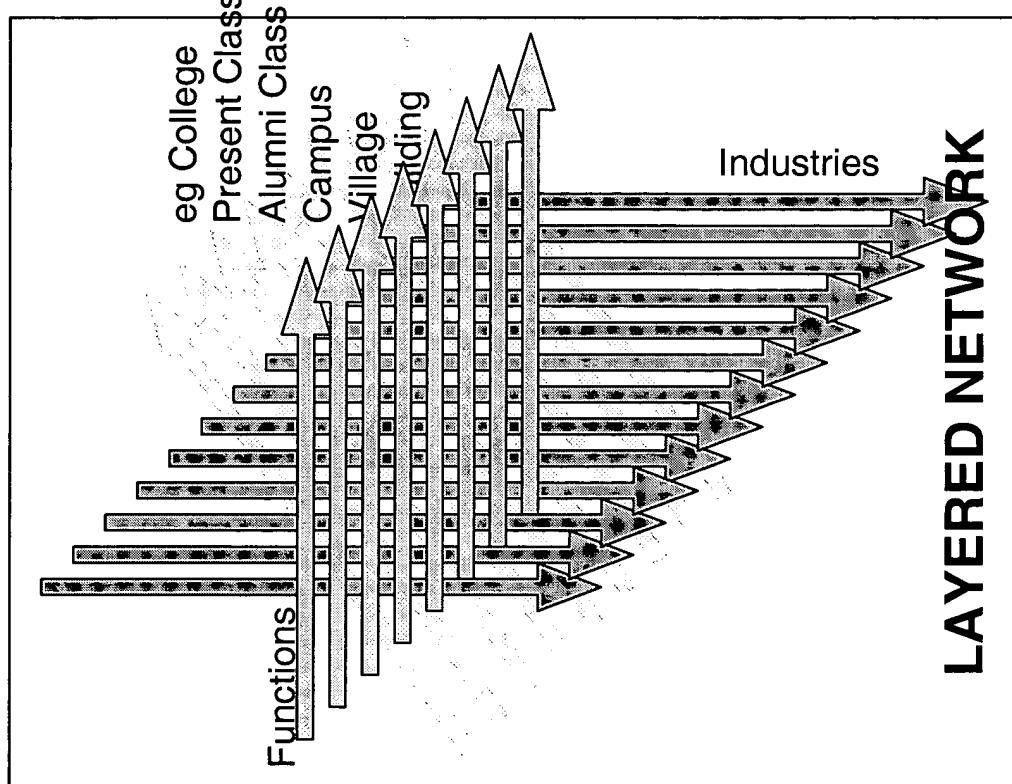


Fig 11

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There can be multiple
overlaid trust &
professional networks that
represent multiple affiliations
of the same person in
multiple groups.

There can be multiple PCNs
each with interactions that
build professional credibility
& trust . They can be
overlaid.

- Multiple College affiliations
- Professional Organizations

Fig 12

CREATING THE LEGAL STRUCTURE

Fig 13



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Professional Collaboration Networks – Venture Synthesis 01

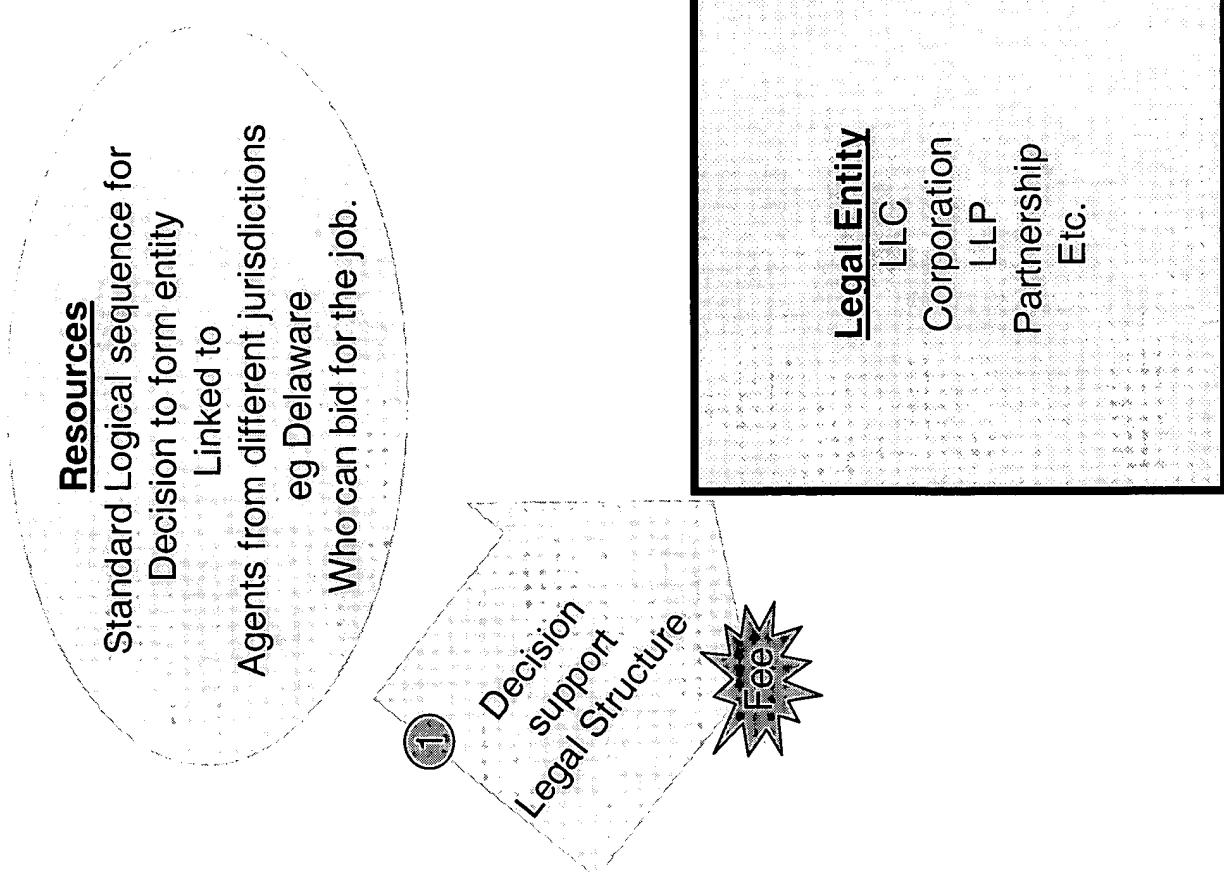
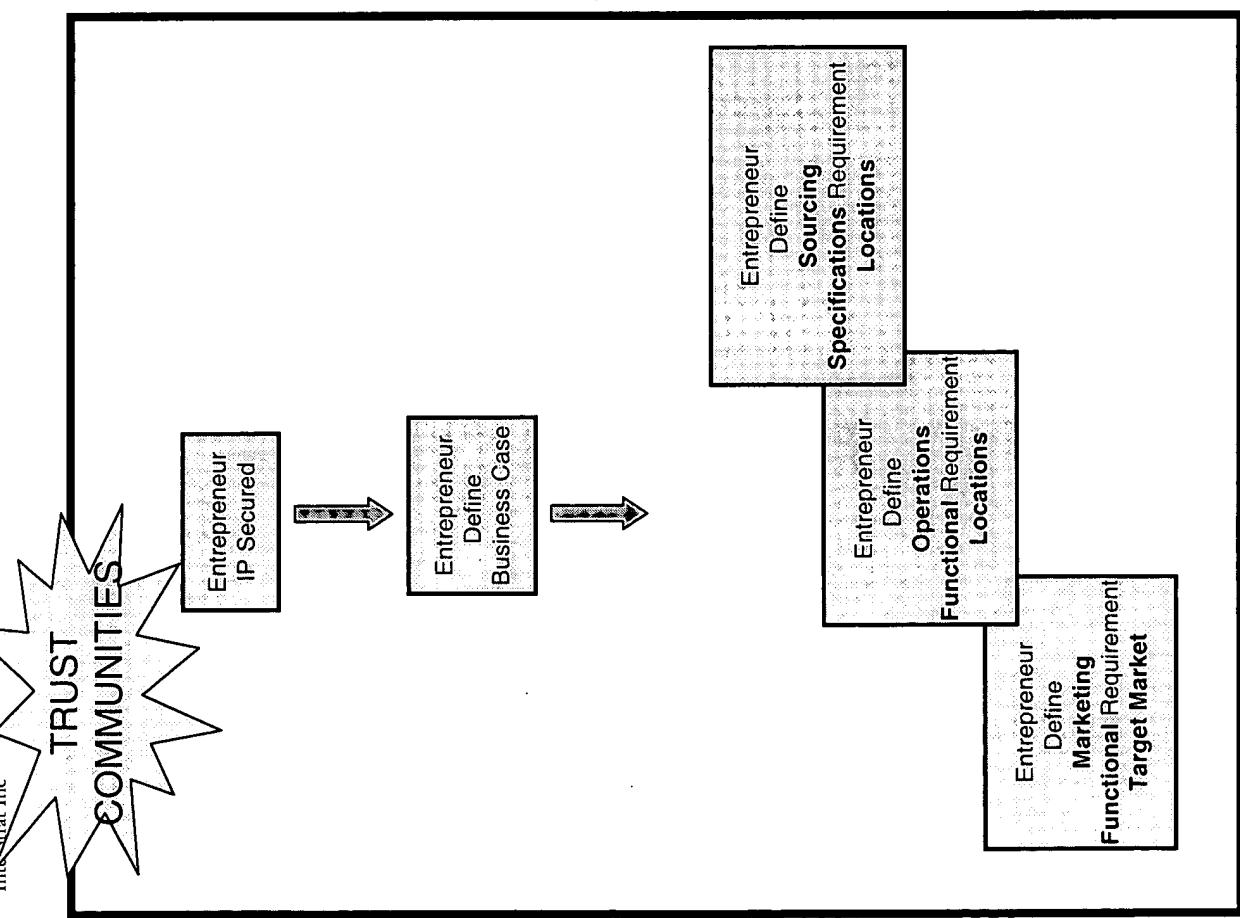


Fig 14



EXAMPLE

<u>Screens</u>	<u>Decision support</u>	<u>Legal Structure</u>
Series of screens that help entrepreneur define the requirements of the legal entity from tax, liability exposure and participants		
Fee paid for service.		
Screens allow selection of multiple legal vendors.		
Each vendor will display options and why.		
Each vendor will have a rating from past users polled after set up of entity.		
Each vendor will have a disclosed fee.		
Vendor will pay PCN a fee.		
Note: An analogous process can be conducted for Intellectual Property with a forum for legal resources that can bid for the job.		

Generate Bids

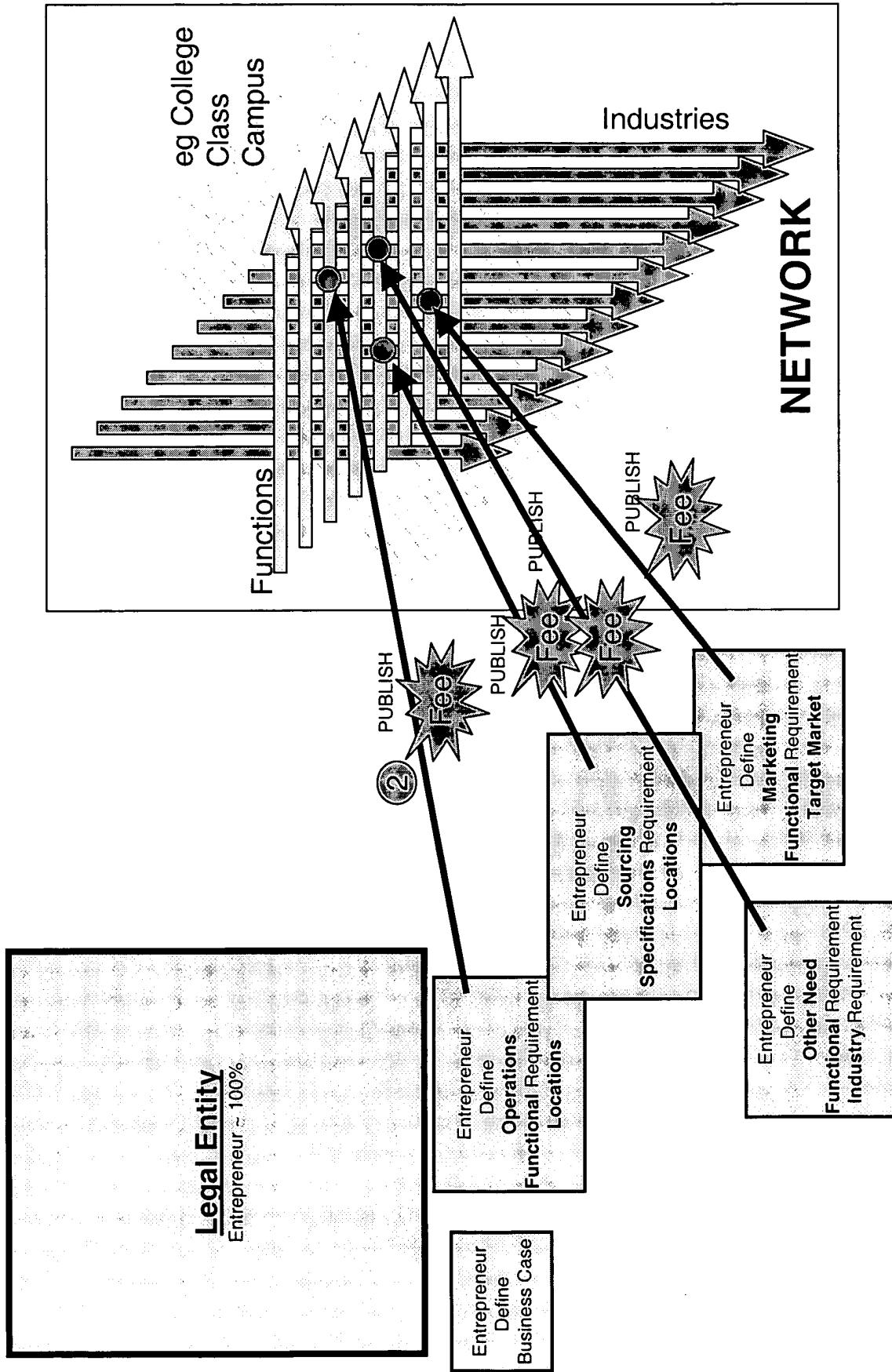
BUILDING CORE COMPETENCES

Fig 16



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Professional Collaboration Networks – Venture Synthesis 02





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EXAMPLE ②

Publish Requirements
For functional/ Industry specific Support
Equity/Wage/contract

Screen

Screen allows selection of specific industry and functional area intersection nodes for publishing the task/job requirement.

Multiple nodes can be selected.

Entrepreneur (E) defines the scope and defines a reservation equity (max) or wage(max) (not published to recipients Recipients are notified of the existence of a reservation equity /wage, and notified of meeting this when met with their bids)

E may pay an equity or cash or other fee to PCN on submission.
(PCN generates non disclosures for all future disclosures to become binding when a bidder decides to view the offering.)

Professional Collaboration Networks – Venture Synthesis 03

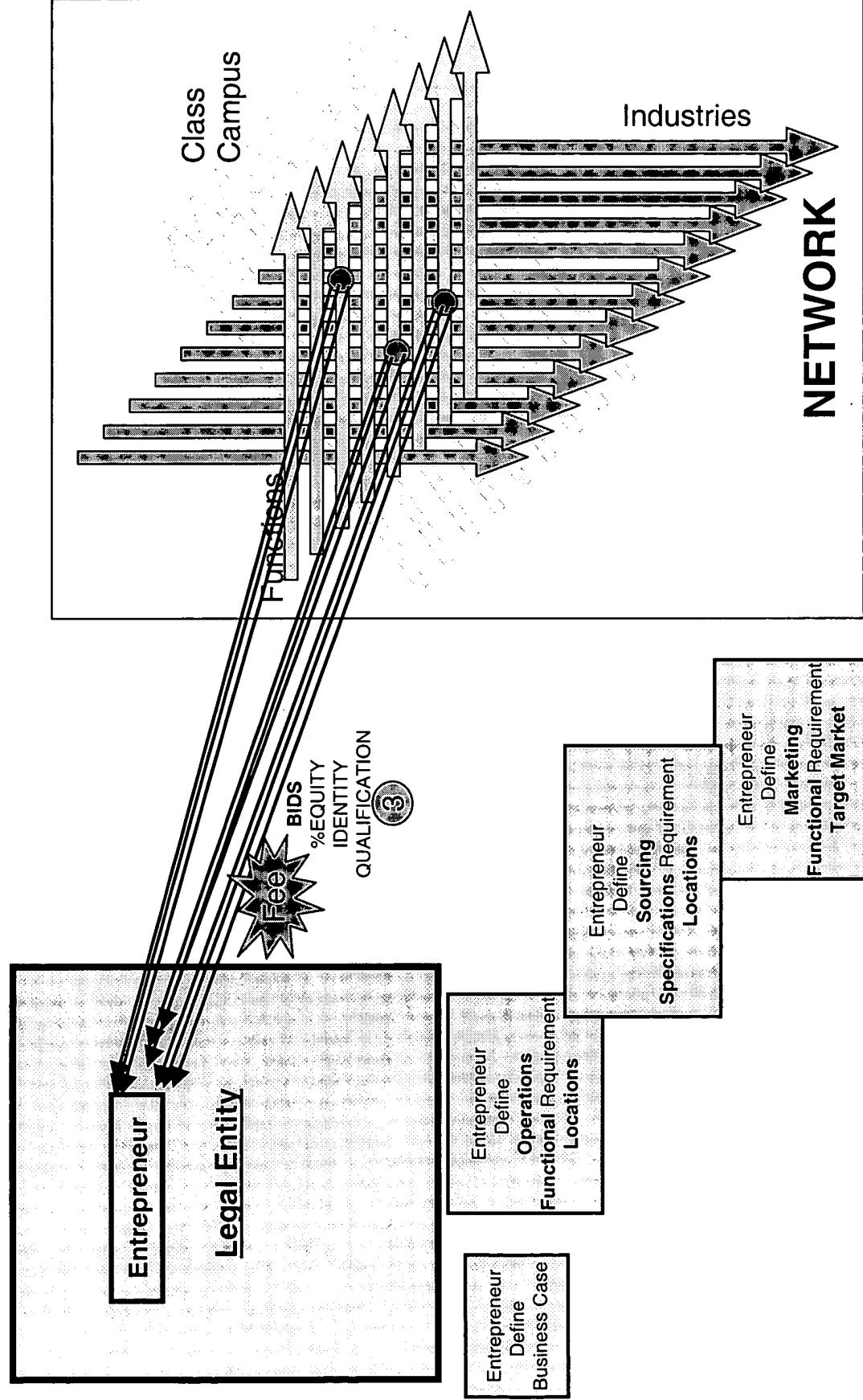


Fig 19



Professional Collaboration Networks – Venture Synthesis

Bids are made by members.
Equity bid or wage/contract terms

EXAMPLE

Screen from bidders initially to E

1. Shows each bid (sortable by cost or other parameters) – 3A
 - E can choose bidders (for a possible fee from PCN) with bid parameters - equity or fees or wages.
 - (RESPONSE MAY FOLLOW ADDITIONAL DILIGENCE – 3B)

BUILDING CORE COMPETENCES

Diligence



Professional Collaboration Networks – Venture Synthesis 04



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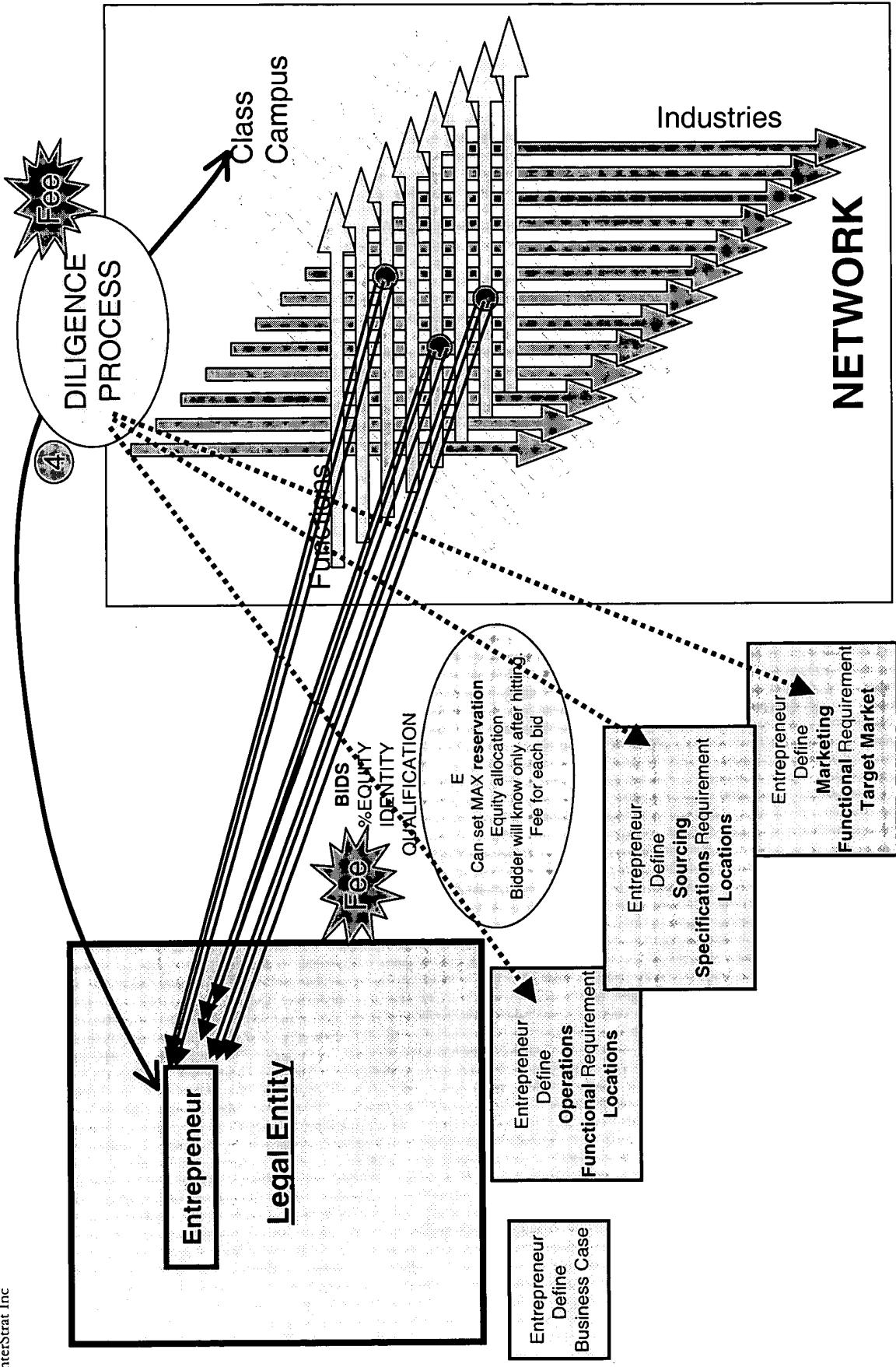


Fig 22



EXAMPLE

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DILIGENCE

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Process for diligence displayed on E's screen

TRUST EVALUATION with VALIDATION

1. TRUST LAYER (TL) or a part of it is broadcast (multiple TLs are possible) - who has bid for job. (fee to PCN from E possible)
 - Any member of TL can provide a "reference" (+ or -) to E (possibly for a small payment by PCN/E to the referee) if accepted (fee to PCN from E). BIDDER gets notification of referee and can notify on the same reference, bidders relationship to referee (adverse or constructive). Both the content of the references and the number of adverse relationships can be useful inputs to E.
 - If E chooses it can broadcast a request for references for level 1 referees Parties known to referee (level -1) can respond direct to E (and so on for any number of levels either as a single step that the PCN generates requests for as it receives new referees, or manually as the E decides when to ask for higher level referees.
 - Level 1 referees can also flag to TL that they are level (1) and can invoke level (2) parties that can validate level (1)s etc for multiple levels.
 - E needs to close the loop on Trust references to him/her self and may initiate a backward chaining of references that get 2nd level...nth level references, some of which are known directly to the E.
 - A forward chaining of interviewing each of the referee links can be initiated by the E to get to the bidder.
 - The +/- overall reference is saved for each reference in PCN and a score of the referees over time is generated from the matching percentage of + references to accepted bids from the subject of the reference. (If multilevel reference the success of the next higher level references) to generate a reputation of reliability for each referee in future transactions – potentially viewable by E
2. TRUST LAYER (TL) network structures are used to identify communication linkages and strength of communications between members and therefore create a tree –backward chaining the respondent to the persons with strong links to E in at least one TL. The E can then forward chain through these nodes and request references only from those with linkage connections to the subject/respondent.
3. Any of the referees can also sell **guarantees** on the reputation of the higher level referees or the bidder. These may in addition be underwritten by a financial institution (or even on a credit card in some cases). These may be stronger signals of support for the subject of the reference. (E's screen may show some nodes representing referees with guarantees in a different color or representation). Guarantee will usually be for integrity as defined between E and the bidder. THE PCN may generate the binding legal contracts for this. The E can accept multiple offers to cover risk . Automated legal contracts generated for counterparties



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Professional Collaboration Networks – Venture Synthesis

EXAMPLE

DILIGENCE



Process for diligence displayed on E's screen: E can initiate the following and view responses

PROFESSIONAL EVALUATION 1 with possible EXTERNAL EXPERT VALIDATION

1. Shows professional interactions of bidder on network (for fee from E to PCN)
 - Can have a attribute space for the set of all postings of the bidder in the network (this will have a distribution in the space. Coloring can represent the density) The E can click on any point in the space and view the nearest postings that the bidder has made along with the position in the tree and the thread along with the attribute space of the trajectory of responses leading to, and following the bidder's contribution (as a respondent or as a initial posting) To get a sense of the contributions of the bidder in that dialog
 - E can request referees. Referee may also stay anonymous and have 2nd level referees referee him/her with disclosed identities to E. It may also be multiple level undisclosed referees and disclosed at the final level. If all levels are undisclosed we may have guarantees to help the decision of E or the use of a validator at the final level to help the decision.
 - The +/- overall reference is saved for each reference in PCN and a score of the referees over time is generated from the matching percentage of + references to accepted bids from the subject of the reference. (If multilevel reference the success of the next higher level references used. There must of course be a full chain of + professional ability at levels above to validate the higher level reference. The inference is between the opinion of the subject and the inferred professional ability +/- of the subject based on the actual decision of E and the chain of higher level referee opinions)

Note: PCN Provides a network of "validators" (Field experts) to assess the professional interactions of the bidders or referees and/or evaluate bidders for job/task (for a fee to PCN). E can ask one of more Validators for an opinion.



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Professional Collaboration Networks – Venture Synthesis

EXAMPLE



DILIGENCE

Process for diligence displayed on E's screen: E can initiate the following and view responses

PROFESSIONAL EVALUATION 2 with possible EXTERNAL EXPERT VALIDATION

2. Entire PROFESSIONAL LAYER (PL) NETWORK is broadcast with who has bid for job.
 - Any member of network can provide a "reference" (+ or -) to E (potentially for a small payment by PCN/E) if accepted (potentially for a fee to PCN from E). BIDDER gets notification of referee and can notify on the same reference bidders relationship to referee (adverse or constructive). Both the content of the reference and the number of adverse relationships as noted by Bidder can be useful inputs to E. Referee may also stay anonymous and have 2nd level referee refer him with disclosed identities. It may also be multiple level undisclosed and disclosed at the final level. If all levels are undisclosed we may have guarantees to help the decision or Professional External Validator at the final level to help the decision.
 - If there are 2nd level and 3rd level ...nth level evaluations of referees by those who know the referee at the higher level (eg level 3 who know level 2) and the same structure for evaluation of the bidder can be applied to the referees. This process for each of the referees is broadcast on the PL when requested by E (potentially for a fee to PCN) The referees of referees can also be paid a small fee for their contribution by E/PCN through PCN)
 - The +/- overall reference is saved for each reference in PCN and a score of the referees over time is generated from the matching percentage of + references to accepted bids from the subject of the reference. (If multilevel reference the success of the next higher level references) to generate a reputation of reliability for each referee in future transactions – potentially viewable by E.
 - Any of the referees can also sell guarantees on the subject. These may addition be underwritten by a financial institution even on a credit card. These may be stronger signals of support. (The E's screen can represent guarantees on any level of referee in a different color or other notation) Guarantee will usually be on action that is observable in a short time. The PCN generates the legal contracts for this.

Note: PCN Provides a network of "validators" (Field experts) to assess the professional interactions of the bidders or referees and/or evaluate bidders for job/task (for a fee to PCN). E can ask one of more Validators for an opinion.



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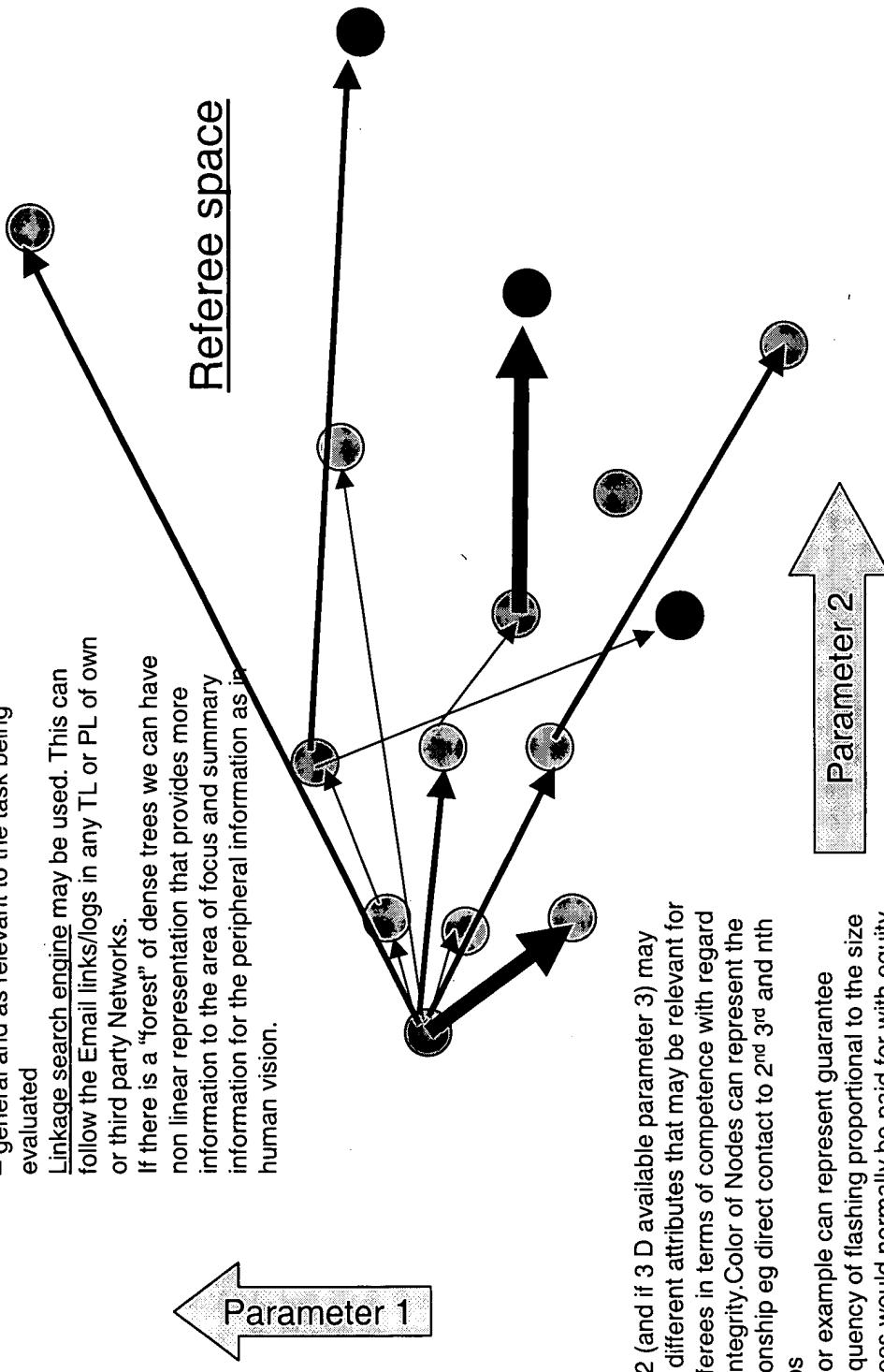
Diligence – Assessing referees

EXAMPLE

4

Line thicknesses & color strength of relationship
– general and as relevant to the task being evaluated

Linkage search engine may be used. This can follow the Email links/logs in any TL or PL of own or third party Networks.
If there is a "forest" of dense trees we can have non linear representation that provides more information to the area of focus and summary information for the peripheral information as in human vision.



Parameters 1 & 2 (and if 3 D available parameter 3) may be set to assess different attributes that may be relevant for the use of the referees in terms of competence with regard to the task and integrity. Color of Nodes can represent the level of the relationship eg direct contact to 2nd 3rd and nth level relationships

Flashing nodes for example can represent guarantee offerings with frequency of flashing proportional to the size offered. Guarantees would normally be paid for with equity or cash by E.
E can click on any node to get offering info and guarantees with pricing from PCN. E can then accept or not with clicks or further dialog boxes to react upon.

Fig 26

BUILDING CORE COMPETENCES

Finalizing Offers





Professional Collaboration Networks – Venture Synthesis

EXAMPLE

Bids are made by members.
Equity bid or wage/contract terms

Screen from bidders to E After receiving the First Bids and DILIGENCE

1. E can make a counter offer to selected candidates (binding on acceptance or binding on confirmation of acceptance-to allow multiple concurrent counter offers) each transaction can have a fee to the PCN.
2. These can be responded to by the bidders.
3. Multiple offers and counter offers would normally be possible before concluding arrangement with meetings if necessary. PCN has legal arrangement executed to have fees/equity on fruition of arrangements.

FINANCE

Using PCN resources
For negotiation



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Professional Collaboration Networks – Venture Synthesis 04

⑤

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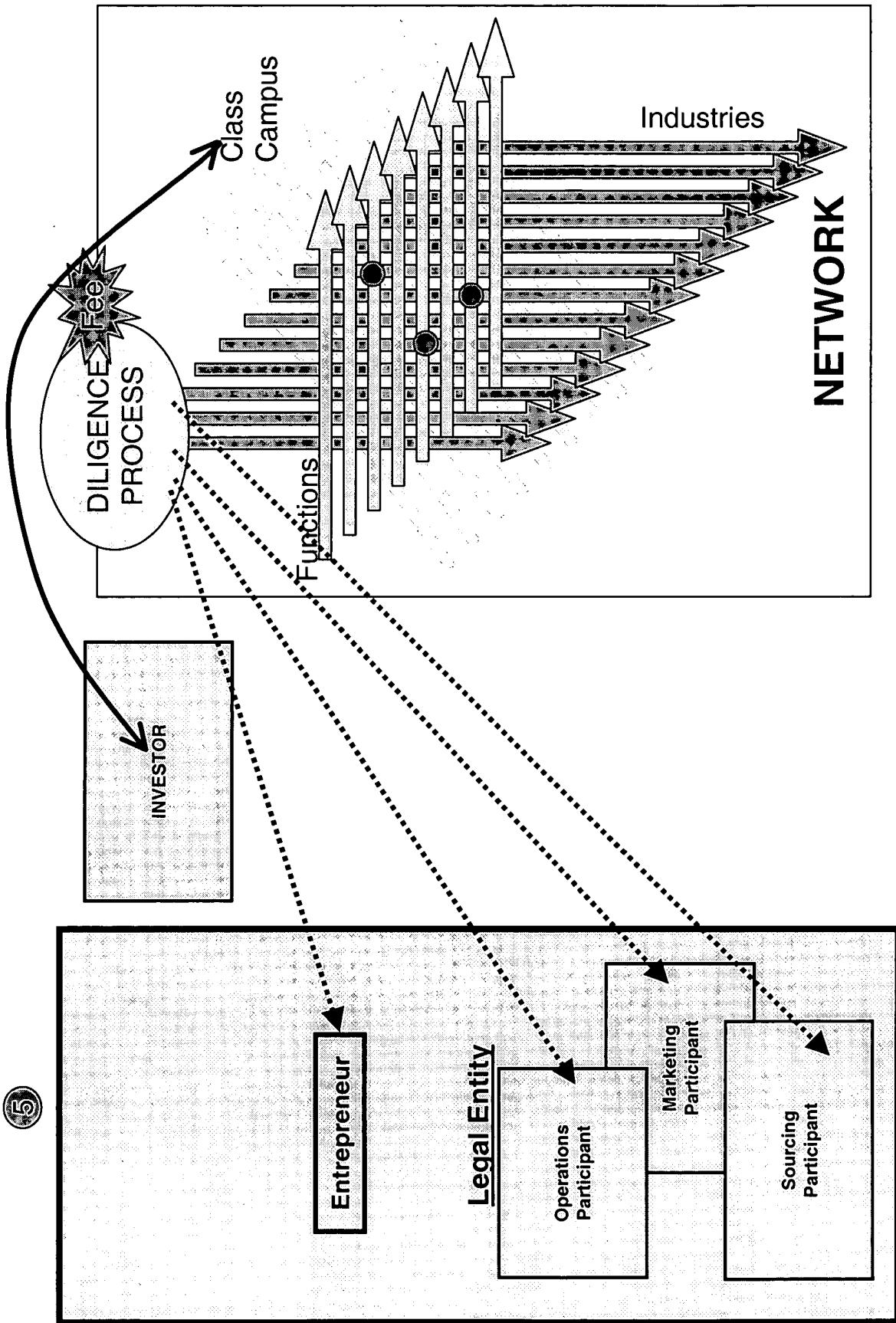


Fig 30



EXAMPLE



Screens from PCN for VC (or other investor) After request for Funding by E

1. After selecting the team the process is repeated for VCs. The VCs can use the same TL and PL of the PCNs if they themselves are members.
2. The E can use the information that he gets in the diligence process with multiple opinions to be used selectively by E for the VC negotiation.
3. Note that if VCs are members of the same PCN either PL, TL or both, they will have the broadcast info.
4. They too can get references of multiple levels to give the E.
5. VCs can pay PCN to be on the forum of VCs to have the opportunity to bid through PCN and use PCN information.
6. Information generated by E may be protected in some models for E's use only. VC can however generate its own queries to do its diligence on the E and the successful bidders for E's venture using the same process as E with similar screens (usually for a fee)

Note: any investor can take the role of the VC here (eg angels)
Moreover after the venture is commenced business partners suppliers and market participants can be reviewed using the PCNs of which these parties are members. There can be PCN to PCN relationships that have economic exchanges that relate to the economic value one PCN provides to another in developing ventures and other relationships.



Examples of PCN Fees

- Equity based on Venture
- Mixed Cash/Equity on Venture
- Senior Claim on Venture
- Credit

PCN IMPLEMENTATION

A possible implementation of PCN
With
Heirarchy PCN-Web
&
PCN-Sub.Web

Fig 33



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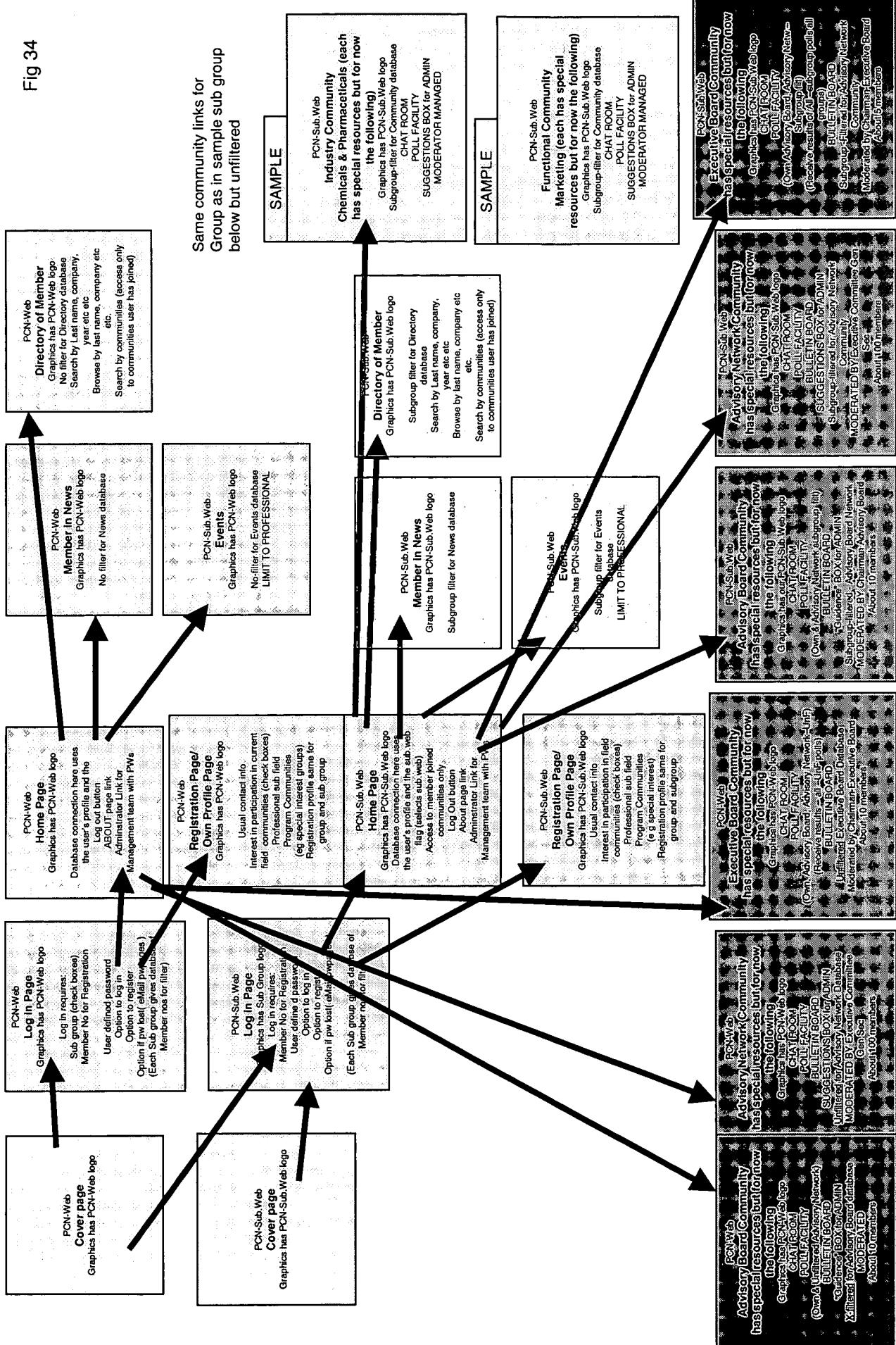
PCN-Web & PCN-Sub.Web

EXAMPLE Locally Distributed Group



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Fig 34





Example of Professional Fields

	Field Discipline
Agriculture	
Automotive and Aerospace industries	
Bio-Sciences & Medical Technologies	
Chemicals and Pharmaceuticals Industry	
Chemistry	
Civil Engineering, Architecture, Real estate development	
Commercial Law	
Computing and Computer Science	
Electronic components and subsystems	
Engineering Consulting	
Entertainment and Gaming industry	
Entrepreneurship and New Ventures	
Finance – Investment Banking	
Finance – Investments, Sales and Trading	
Finance - Venture Capital	
IT industry	
Management Consulting	
Mathematics	
Mechanical Engineering Design	
Mechanical Engineering Operations/Operations Research	
Medicine, Nutrition	
Metallurgy, and Material Sciences	
Mining industry	
Naval Architecture	
Physics	
Public Law & Government	
Retail	
Semiconductors/ Telecommunication Components	
Software - General	
Telecommunications/Networking	
Textile industry	